

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 3420
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3420
Flight Dates 10/19/2012 - 10/25/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
33	F	TONITE SHW-NBC	1035P-1137P	:30	10/19-10/19	2	\$800.00	2
Rating: 3.5								
34	M	TONITE SHW-NBC	1035P-1137P	:30	10/22-10/22	0	\$800.00	0
Rating: 3.5								
35	TU	TONITE SHW-NBC	1035P-1137P	:30	10/23-10/23	0	\$800.00	0
Rating: 3.5								
36	W	TONITE SHW-NBC	1035P-1137P	:30	10/24-10/24	0	\$800.00	0
Rating: 3.5								
37	TH	TONITE SHW-NBC	1035P-1137P	:30	10/25-10/25	0	\$800.00	0
Rating: 3.5								
38	SA	SPORTS BEAT SA	1035P-1105P	:30	10/20-10/20	0	\$600.00	0
Rating: 2.8								
39	M-TH	LENO	1035P-1135P	:30	10/22-10/25	0	\$800.00	0
40	M-TH	NEWS	630P-7P	:30	10/22-10/25	0	\$900.00	0
41	M-TH	DR PHIL	3P-4P	:30	10/22-10/25	0	\$175.00	0
42	M-TH	TODAY SHOW 3	1P-2P	:30	10/22-10/25	0	\$325.00	0
43	M-TH	STUDIO 5	11A-12P	:30	10/22-10/25	0	\$325.00	0
44	M-TH	RACHEL RAY	10A-11A	:30	10/22-10/25	0	\$325.00	0
45	SA	ND POST SHOW	5P-530P	:30	10/20-10/20	1	\$600.00	1
46	SU	MORMON TIMES	12A-1230A	:30	10/21-10/21	0	\$25.00	0

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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
47	W-TH	TODAY	9A-10A	:30	10/24-10/25	2	\$350.00	2
48	W-TH	STUDIO 5	11A-12P	:30	10/24-10/25	1	\$350.00	1
49	W-TH	RACHAEL RAY	10A-11A	:30	10/24-10/25	1	\$350.00	1
50	W	LO SVU	8P-9P	:30	10/24-10/24	1	\$3,200.00	1
51	TH	NEWS	630P-7P	:30	10/25-10/25	1	\$730.00	1

--REPORT TOTALS--
Report Totals: 18 / \$10,260.00

--SALES MONTHLY TOTALS--
Oct 12: 18 / \$10,260.00
Sales Totals: 18 / \$10,260.00
Station Totals: 18 / \$10,260.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$51,300	CABL 0%	KJZZ 0%	KSL 20%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	NSL 0%	UNKN 80%	

Books null
Demos RA35+